



Parcel Tax Feasibility Study *Executive Summary Report* for Davis Joint USD

Telephone Survey of Likely
November Voters

- ▶ Telephone Survey of likely November 2018 voters in the Davis Joint Unified School District
- ▶ Survey conducted February 5-11, 2018
- ▶ 400 Interviews; Margin of Error: ± 4.9 percentage points
- ▶ Where applicable, data compared to previous surveys
 - EMC Research Telephone survey; April 6-17, 2016
 - EMC Research Telephone survey; June 18-21, 2008

Project Purpose

- ▶ The primary purpose of this voter opinion research was to identify the level of support for a potential \$198 parcel tax measure for the November 2018 ballot to support District programs and personnel.

Key Findings

- ▶ Voters are aware of the high quality of education and teachers in Davis Joint USD schools.
- ▶ Although most indicate that maintaining the quality of schools and increasing teacher salaries are worth raising taxes for, fewer than two-thirds see a need for additional funding for local schools.
- ▶ Initial support for a parcel tax measure is just shy of the two-thirds threshold in this poll.
- ▶ Once voters have heard how additional revenue will benefit local schools and students, total support increases.
- ▶ However, a measure could be vulnerable to opposition.

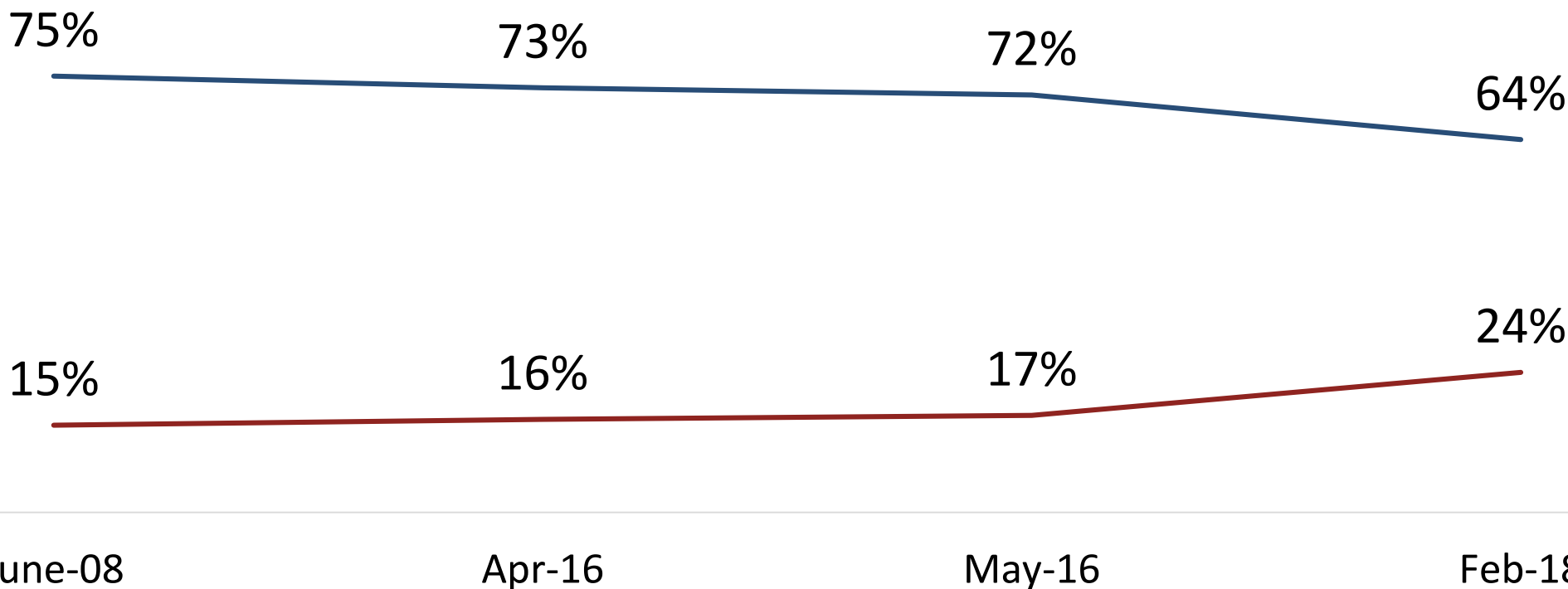


Issue Environment

Davis Right Direction/Wrong Track

Overall optimism has softened since 2016.

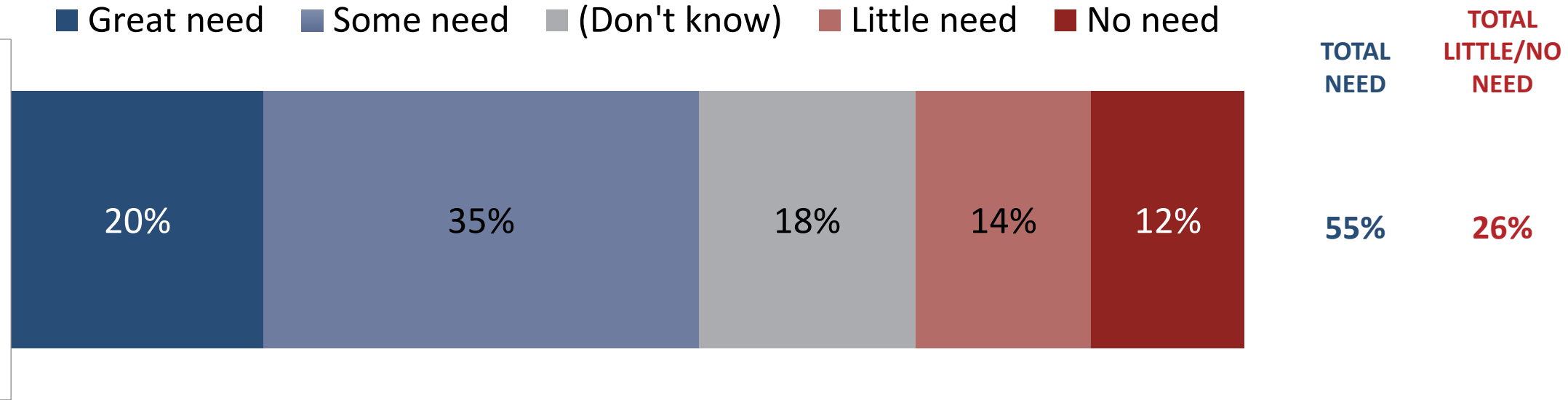
— Right Direction — Wrong Track



Q4. Do you think things here in Davis are generally going on the right direction, or do you feel that things are pretty seriously off on the wrong track?

Davis JUSD Need for Funding

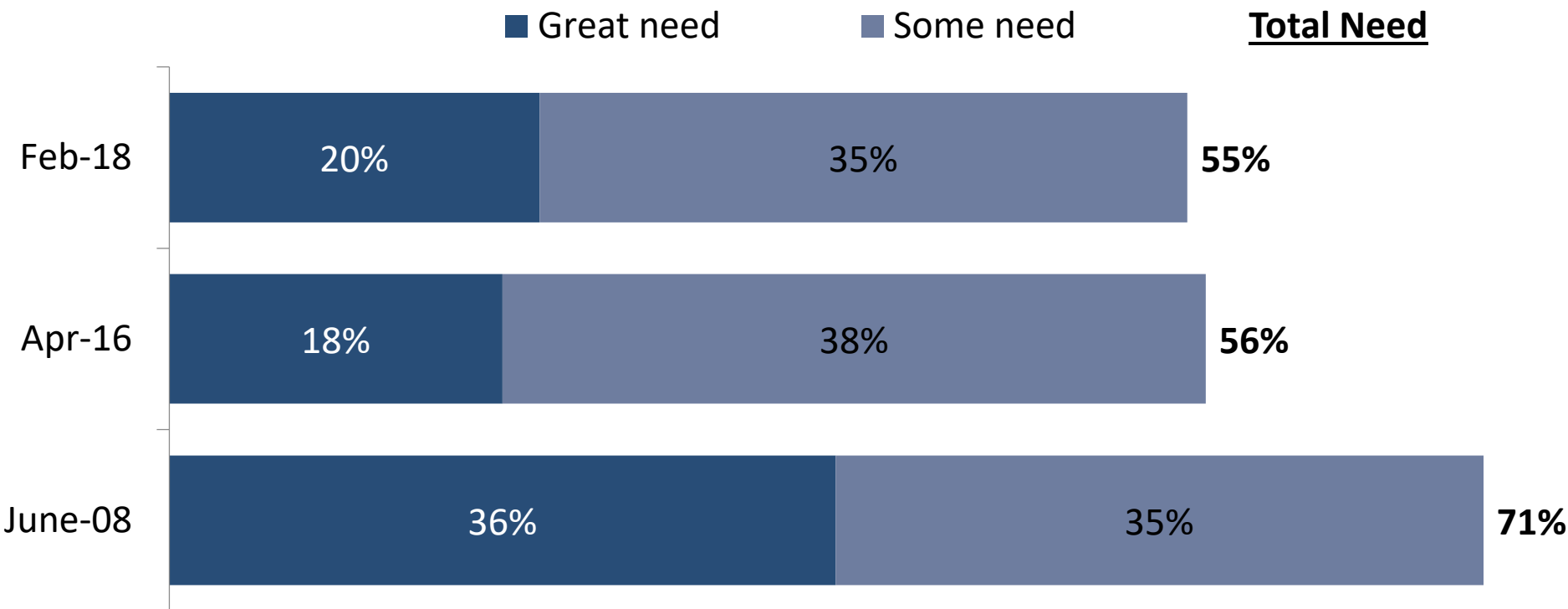
Although more than half believe the district has a need for funding, awareness of need falls far short of two thirds.



Q5. Would you say that public schools in the Davis Joint Unified School District have a great need for more money, some need for more money, only a little need for money, or no real need for more money?

Davis JUSD Need for Funding Over Time

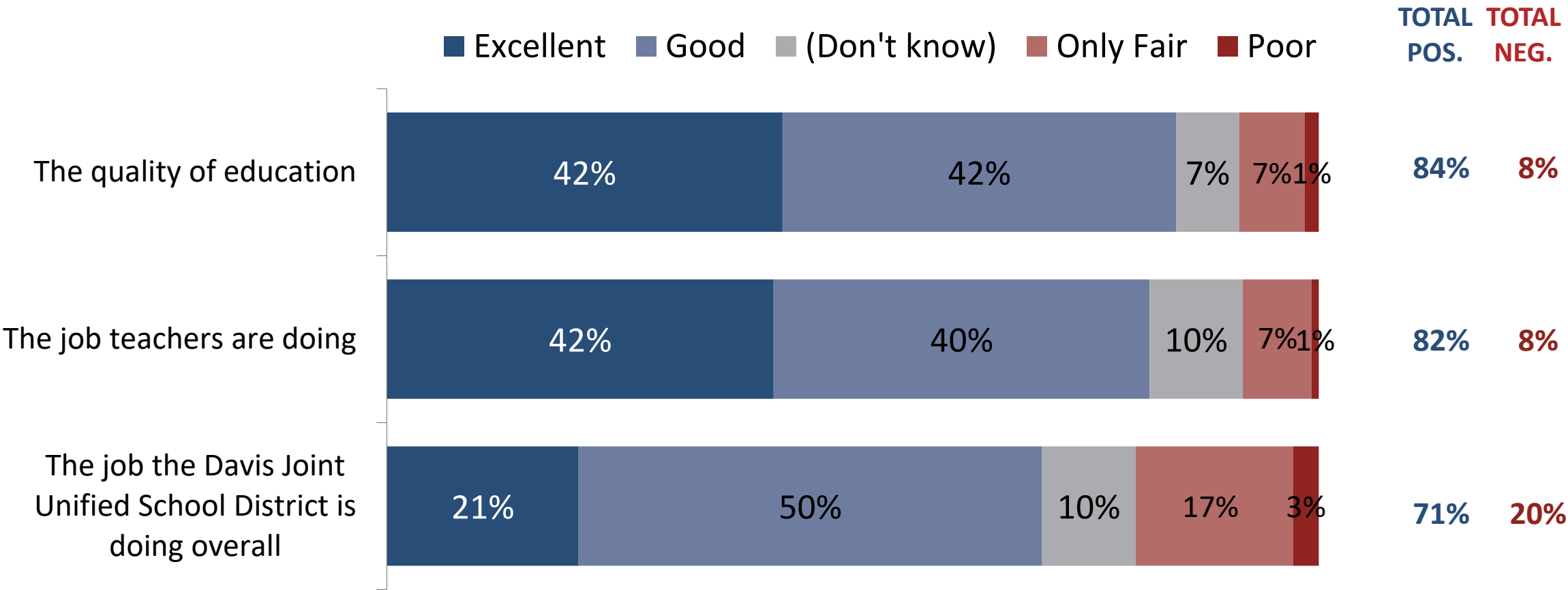
While more than half perceive a need for additional funding, perceptions were substantially different in 2008.



Q5. Would you say that public schools in the Davis Joint Unified School District have a great need for more money, some need for more money, only a little need for money, or no real need for more money?

District Ratings

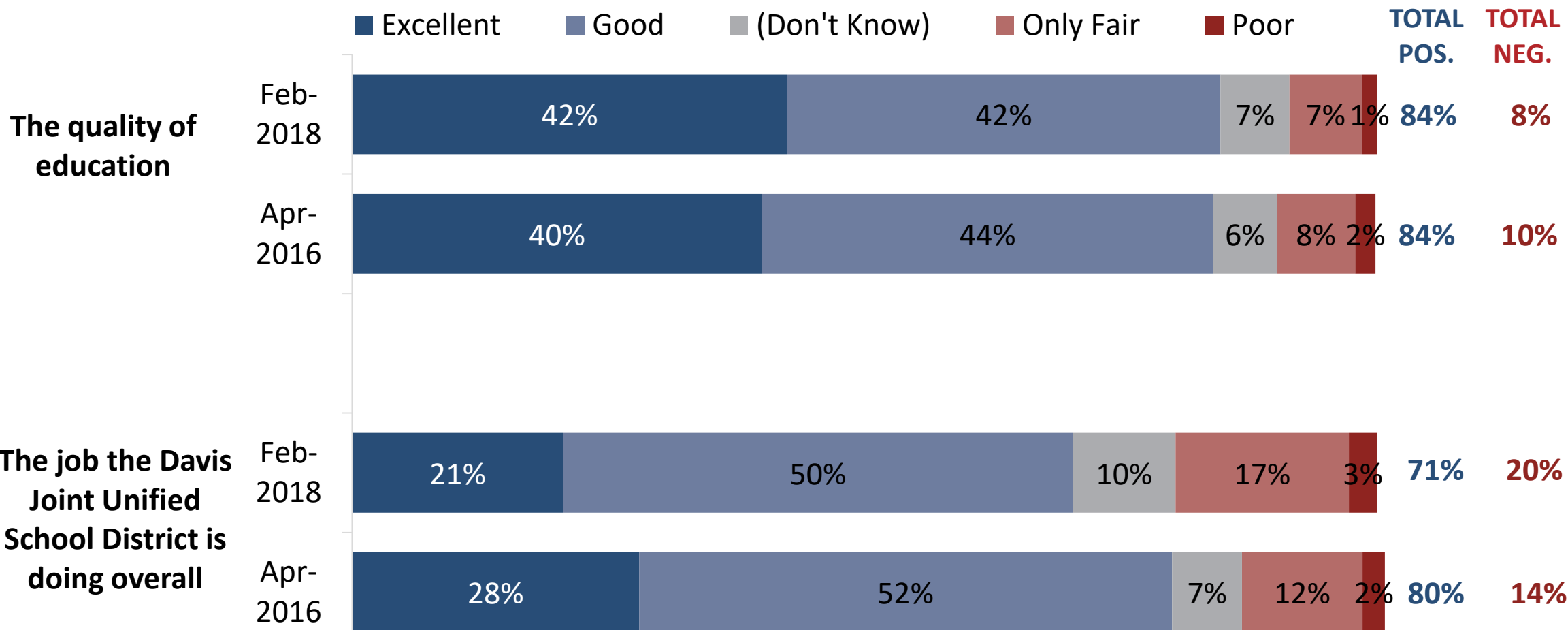
Voters give very strong ratings of the quality of education and teachers.



Q8-11. Regardless of whether or not you have children currently in school, using a scale of excellent, good, only fair, or poor, please rate the following areas relating to the Davis Joint Unified School District:

District Ratings Over Time

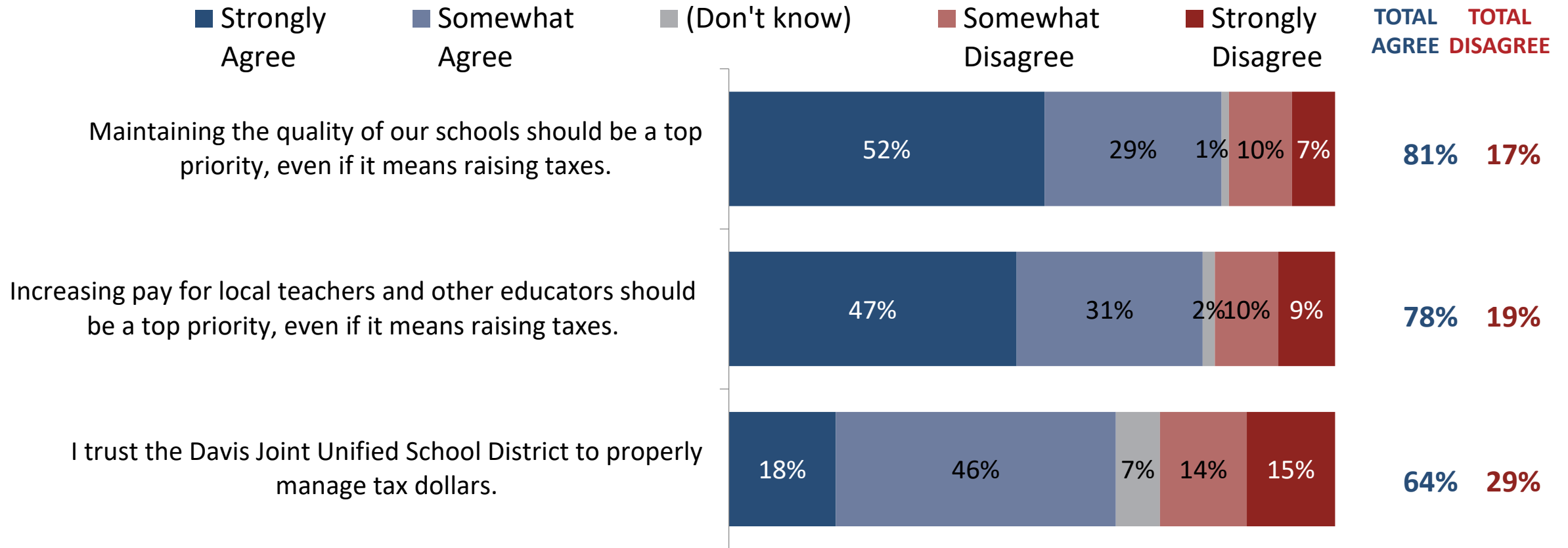
Ratings have stayed fairly consistent since 2016.



Q8-11. Regardless of whether or not you have children currently in school, using a scale of excellent, good, only fair, or poor, please rate the following areas relating to the Davis Joint Unified School District:

Tax Sentiment

Most agree that high quality schools and increasing pay for teachers are priorities, even if it means raising taxes, and a majority trusts the District to properly manage tax dollars.

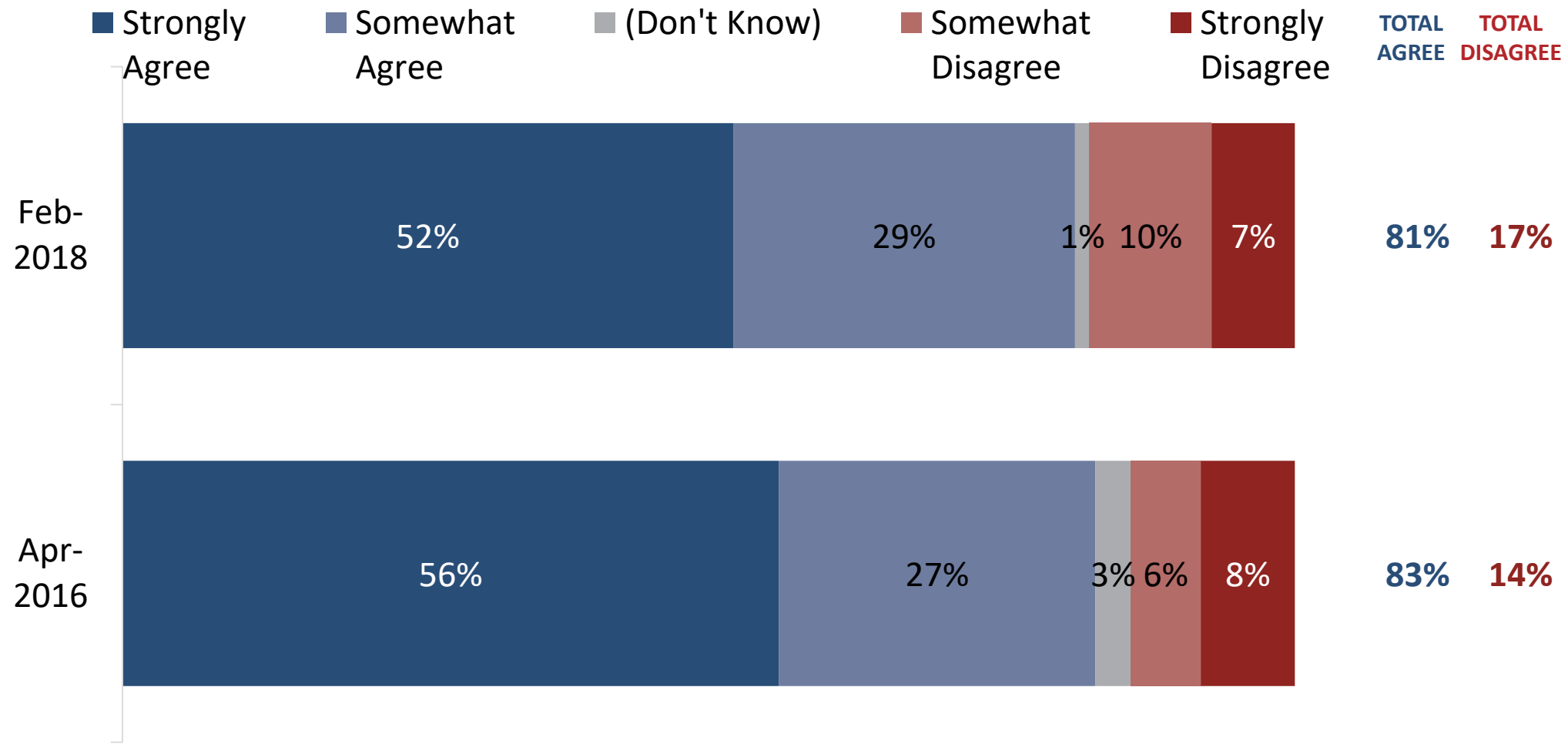


Q13-16. For each of the following statements please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement.

Tax Sentiment Over Time: Maintaining School Quality

Voters continue to prioritize maintaining the quality of local schools.

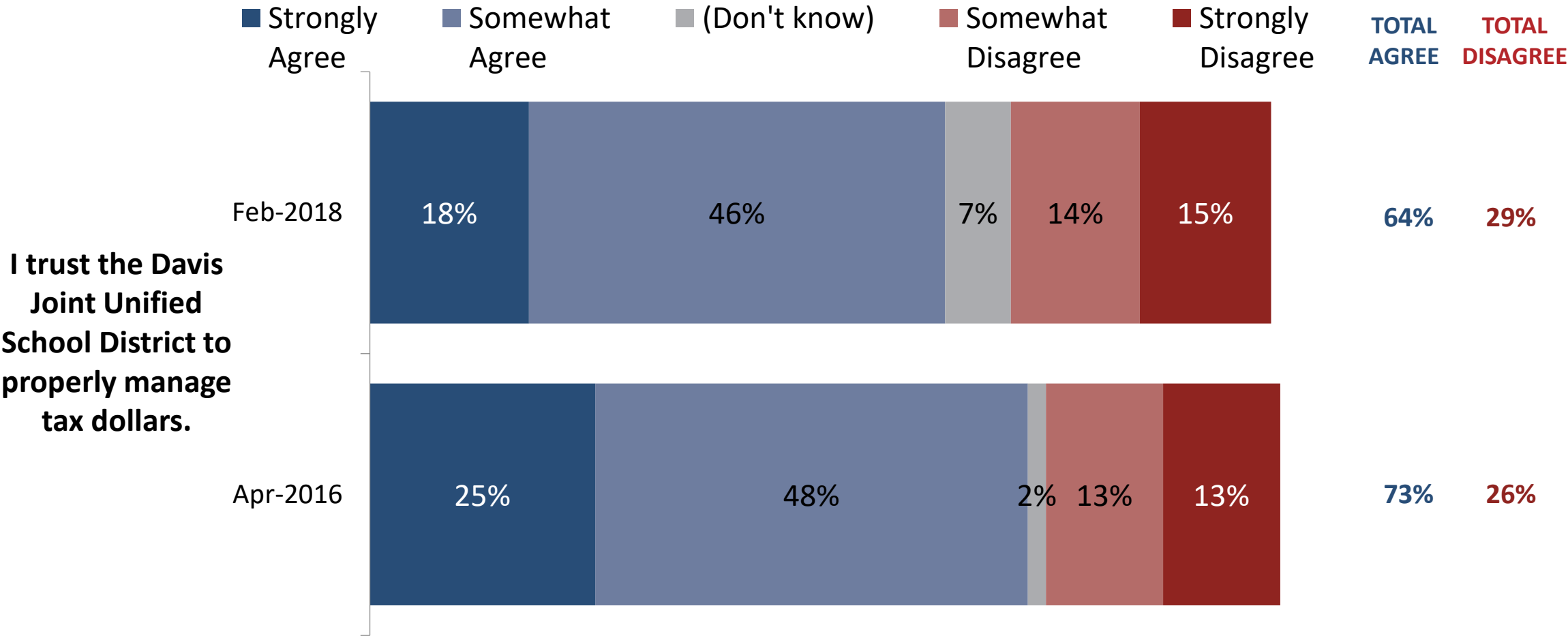
Maintaining the quality of our schools should be a top priority, even if it means raising taxes.



Q13-16. For each of the following statements please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement.

Trust in DJUSD over Time

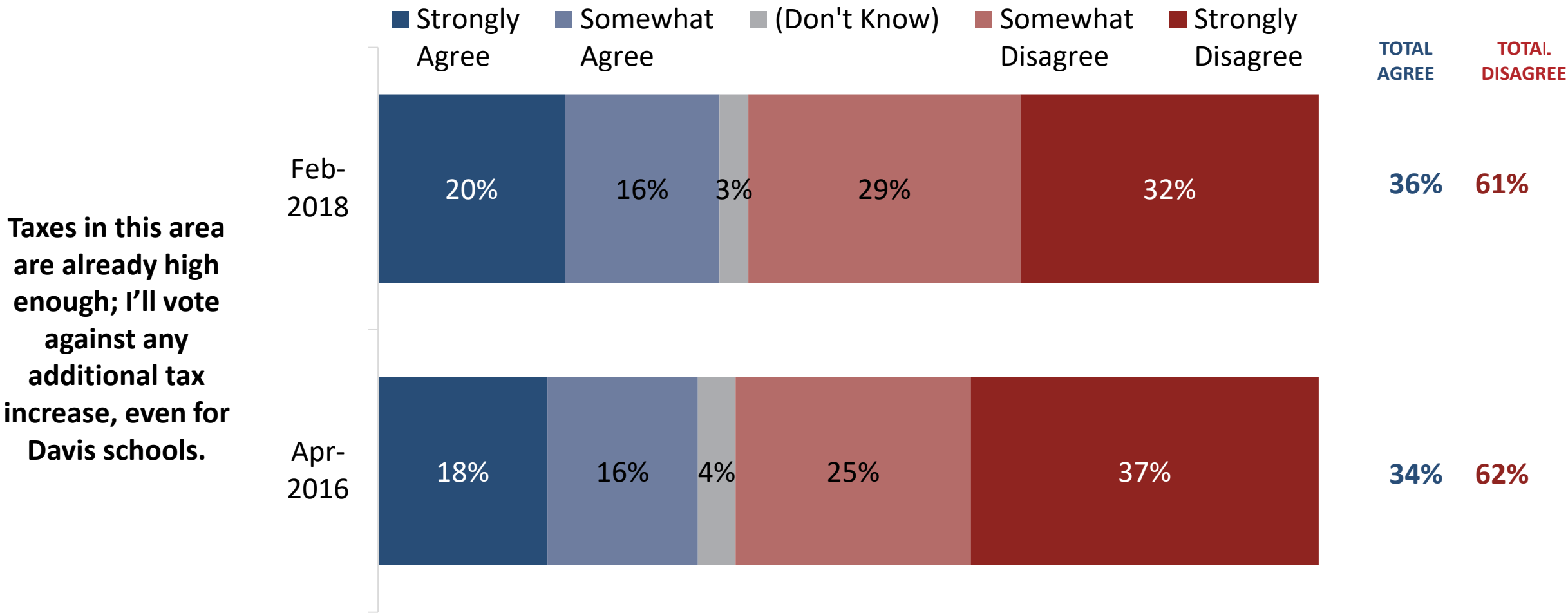
Trust in the District’s management of tax dollars has softened, but remains fairly solid.



Q13-16. For each of the following statements please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement.

Tax Sentiment Over Time: Taxes are High Enough

About a third remain sensitive to tax increases.

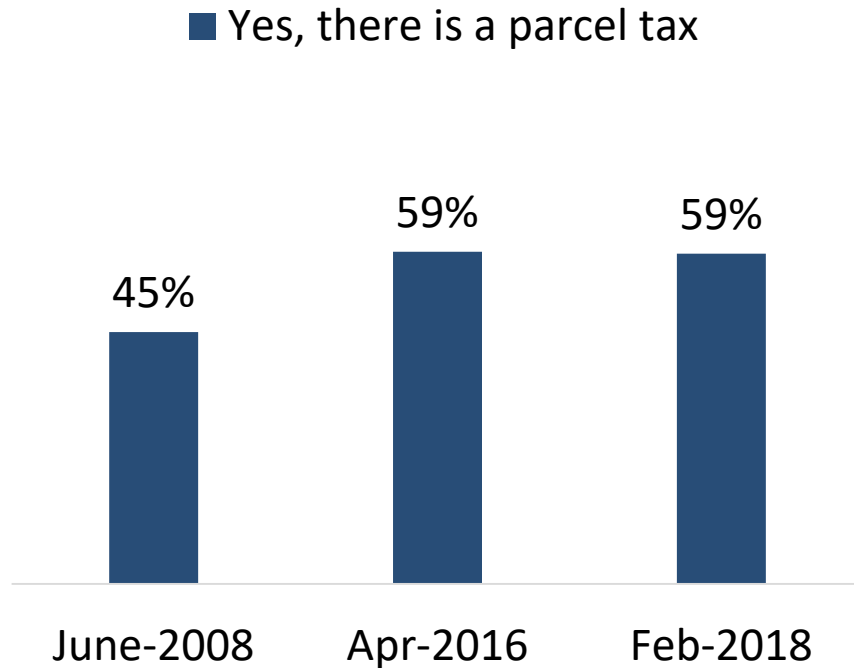


Q13-16. For each of the following statements please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement.

Awareness of Existing Tax

Awareness of the District's current parcel tax has remained consistent since 2016.

Is there, or is there not, a school parcel tax for Davis Joint Unified School District?



Approximately how much do Davis homeowners pay each year for the school parcel taxes?

Amount	April -16	Feb-18
>\$200	7%	6%
\$201-\$400	8%	6%
\$401-\$700	7%	9%
\$700+	6%	6%
Don't know	31%	32%
Not aware of tax	42%	41%

Q6. As you may know, some school districts have a parcel tax in place and others do not. Is there, or is there not, a school parcel tax for Davis Joint Unified School District?

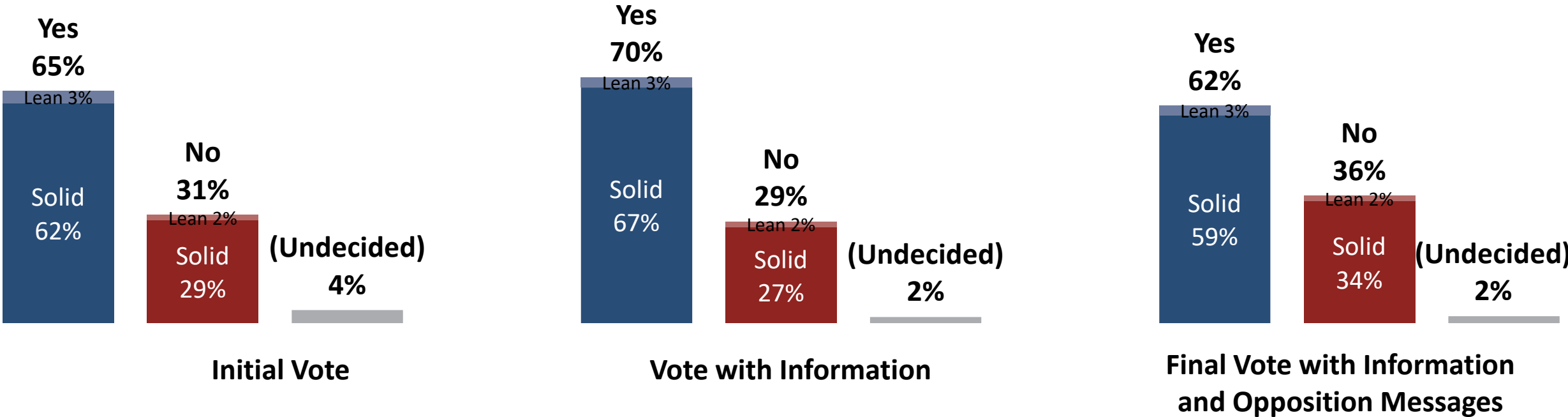
Q7. I know you may not know exactly, but approximately how much do Davis homeowners pay each year in school parcel taxes?



Parcel Tax Measure

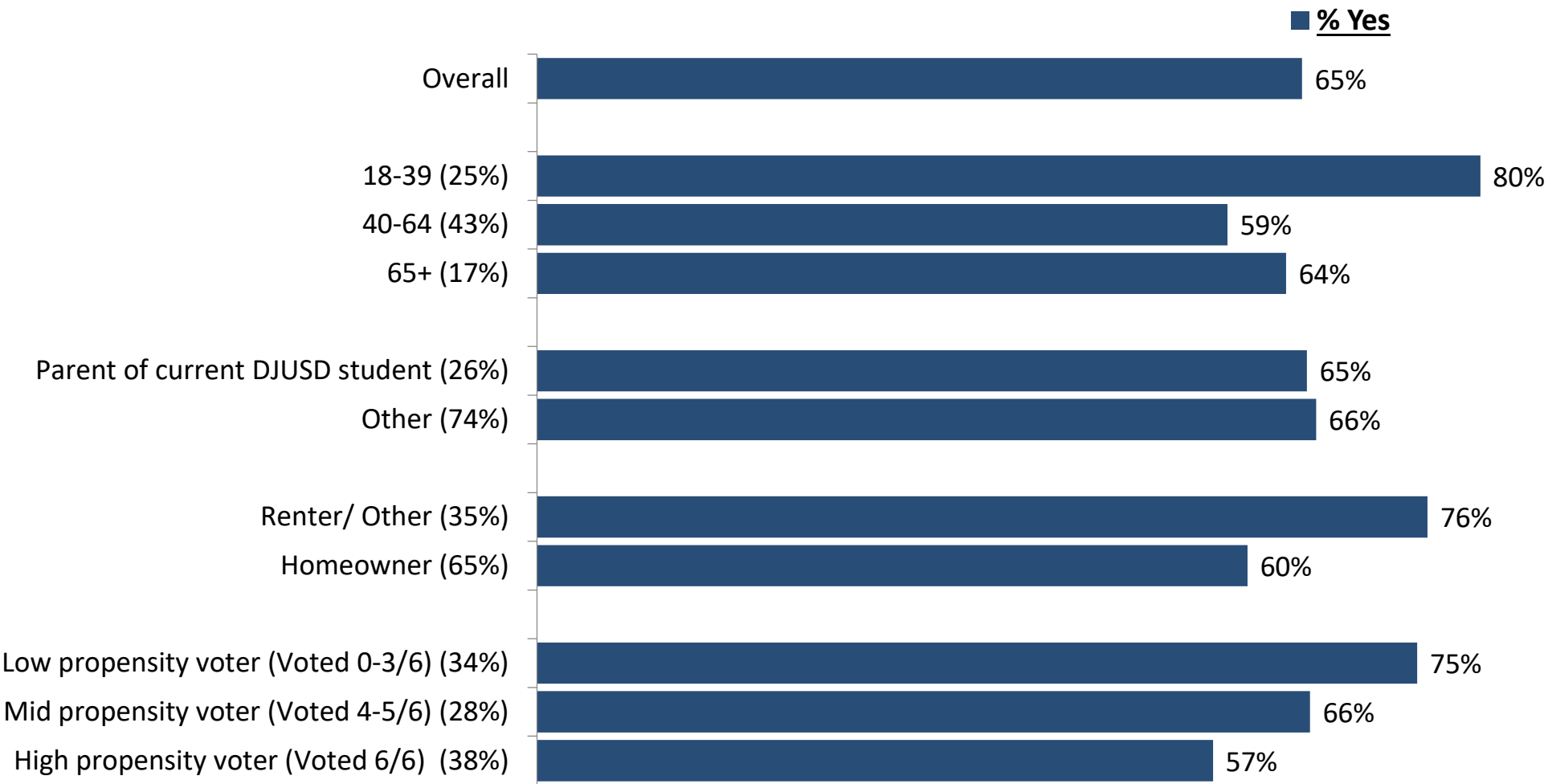
Summary of Potential Measure Vote Progression

To maintain quality education in local public schools by supporting strong core academic programs in reading, writing, math, the arts and sciences, and attracting and retaining high performing teachers and educational staff by raising pay and increasing training, resources and classroom support, shall Davis Joint Unified School District authorize an annual \$198 parcel tax, adjusted for inflation, raising approximately \$3M annually with an exemption for seniors and people with disabilities, and no funds for contract management?



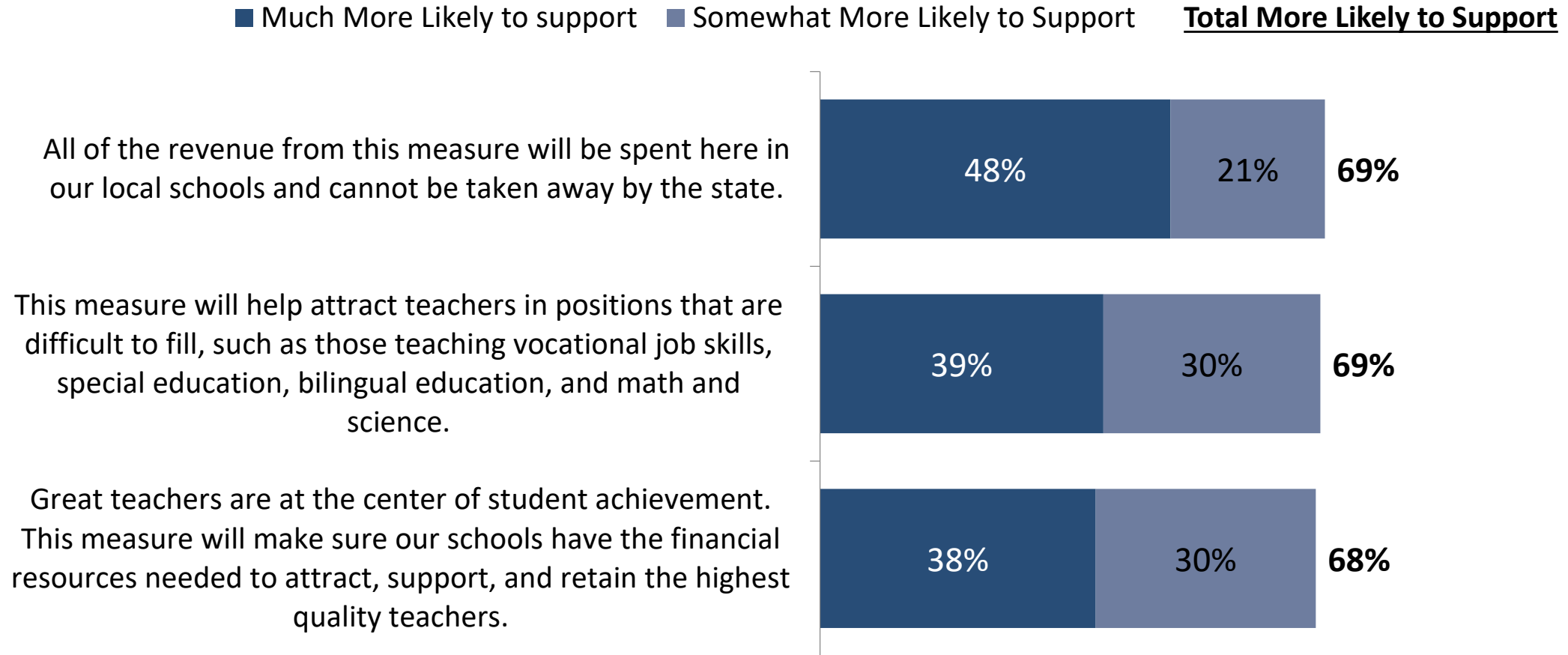
Parcel Tax Measure Initial Support, by Subgroups

Initial support for a measure is substantially higher among lower-propensity voters than higher-propensity voters.



Top Support Messages

Explaining that all revenue will be spent in local schools is very compelling.



Now I'm going to read you some additional information about the proposed school parcel tax measure for Davis Joint Unified School District. After hearing each statement, please tell me if it makes you much more likely to support the measure, somewhat more likely to support it, or if it makes no difference to you.

Conclusions and Recommendations

- ▶ While poll results indicate that reaching the two-thirds threshold may be challenging, in the right environment, a parcel tax measure on the November 2018 ballot could be successful.
- ▶ Voters are divided about whether the District needs additional funding, and a measure could be vulnerable to vocal opposition.
- ▶ Therefore, ensuring that voters understand how additional revenue would benefit education outcomes for local students would be essential to success.



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